GLAMOUR 8-1949 P.160

Tweed goes to school at an unbelievable price!

Two smart girls needn't read text books to know that all wool Donegal tweed is just the thing for Fall.

At the **left:** Crisply detailed 4 button Norfolk jacket with suedette belt.

At the **right:** Long-line jacket sparked with diamond shaped pockets. Sizes 10-18. In fashion-right gray or tan. Both under $30.00.

For name of your Store write: Dept. G2,

JUDY NELL, 255 West 38th Street, New York 18, N. Y.

Weatherbee

COATS WITH A TWO-WAY TALENT

Swing into Spring in one of these rain or shine coats! *Left:* Dress-up-or-down coat in rustling acetate and rayon taffeta, self-lined... with a handsome ascot that doubles as a head scarf. Purple, lavender, dusty pink, grey, aqua, navy, tan, lime. About **$27.50** *Center:* Fitted coat in an exclusive worsted-type rayon check, fully lined... matching hat. Grey with pink, tan with aqua, navy with pink. About **$27.50** *Right:* Juilliard's wonderful, weightless Featheroy, to wear free-swinging or belted, fully lined... bonnet to match. Lavender, golden-tan, cuba blue, strawberry glacé, lido lemon, lime, royal. About **$30**

All durably water-repellent... in misses and junior sizes.

~~XD 3/111.1~~ XD 2/400

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Washington Store 9:30 A.M. to 9 P.M. Monday.

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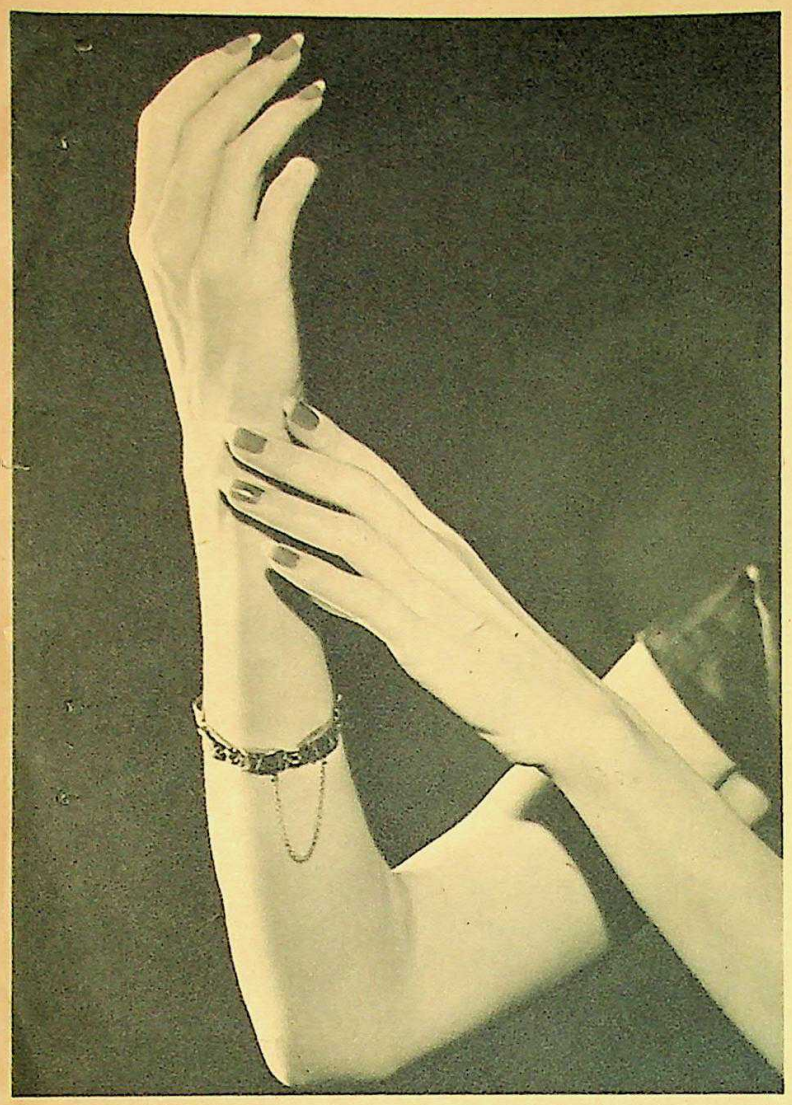
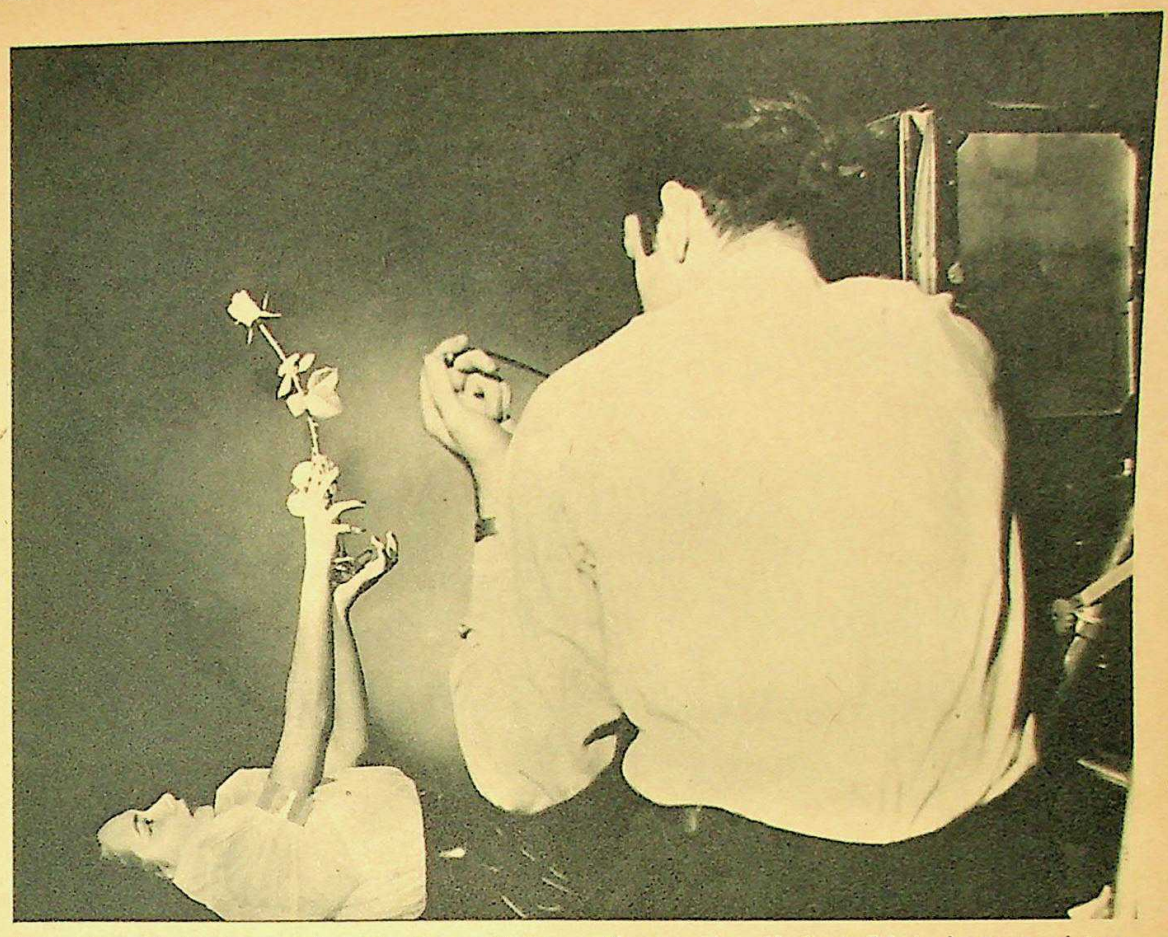


These hands, viewed by millions, belong to Marie Martel, a model.



Miss Martel holds her hands under the spotlight as Photographer Herbert Fried shoots a picture. Pretty hands are rare, model agents say. They pay $20 an hour modeling fees just to picture them.

Handmaiden of Advertising

MODEL Marie Martel can boast of being both a self-made and a hand-made woman. Whenever a lady's hands are featured in advertisements for nail polish, cigarette lighters or jewelry, it's a good chance they're Miss Martel's. Though her 34-23-34-inch measurements have netted little in terms of commercial reward, her perfect digits are responsible for appointment after appointment in the studios of photographers who service advertising clients.

The only hitch, as the advertisers' handmaiden admits, is the extreme caution that's necessary to protect the source of her earnings. Miss Martel wears special waterproof gloves not only when washing dishes, but even in the bathtub, to keep her skin free of soap. When cooking, she wears an especially thick pair, in case of spattering grease or pot handles that become too hot. As for bedtime skin care, a 15-minute hand-creaming session is a must, followed by putting on white cotton gloves to keep the skin moist, then leather gloves to prevent the cream from touching the bed linen.

Despite such inconveniences, however, Miss Martel admits she's more than willing to knuckle down to her strict manual of hand care. At a modeling fee of $20 an hour, she believes it's pretty handy to have beauty that goes skin deep.

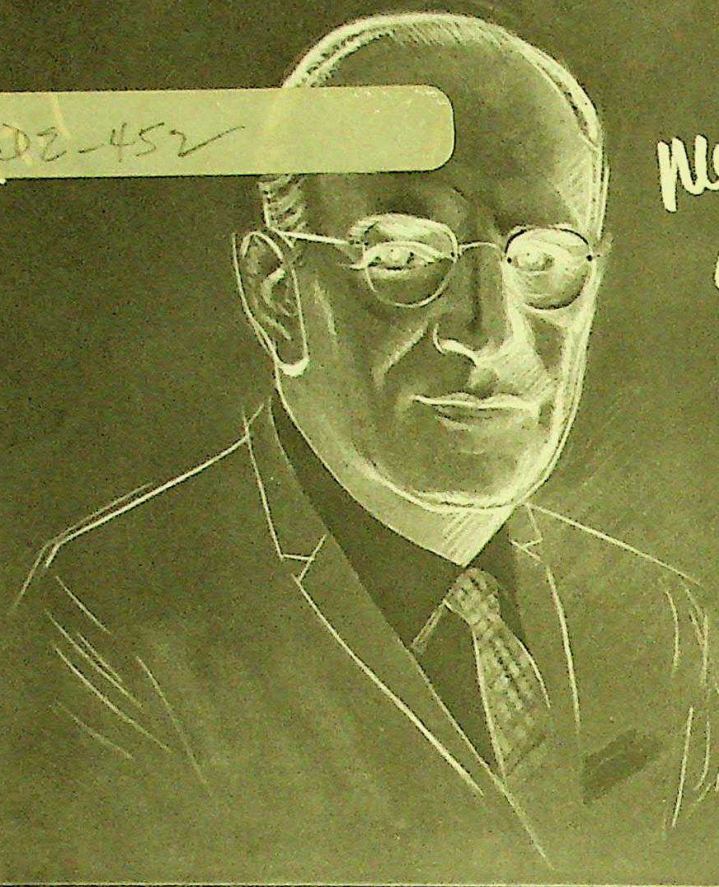
To avoid roughening her hands by soap and water, she bathes with special waterproof mittens. Roughness shows under spotlights.

Garbed for bedtime, the model wears cotton gloves over the skin cream used to keep hands moist, and leather gloves over the others, to protect the bed linen.

Metro Group Photos

XD2-452

Men's Wear
10-4-57
P95



"Fine AMF Stitching gives clothes that 'Sunday Look',"

says Jim Lyons, Chief Designer, Goodstein Bros. & Co., New York

"There are many operations which add style to a really fine garment," says Jim Lyons of Goodstein Bros. & Co., the country's largest manufacturer of topcoats and overcoats. "The most important of these is fine stitching. Merchant tailors have used stitched detail for generations. Now every quality garment can have it...and quality stores *insist* on it. That is why so many designers rely on AMF Stitching for that touch of custom detail that gives clothes that 'Sunday look'."

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